

ABSTRACT OF THE INVENTION

The invention provides a method for packaging homogenous products and the products packaged thereby. The method varies the images appearing on packages of the products to attract, increase, or retain consumer interest. The method's object is to make it statistically likely to a degree acceptable to the user that the images on the product package seen by the consumer are different.

5 The method involves selecting a number of packages the consumer will purchase without seeing the same image repeated. The number can be selected by any appropriate technique. A group of images is selected appropriate to the product involved, and one image is placed on each package. The method can be used simultaneously on the individual packages, the consumer packages, and the cartons of consumer packages. The method further varies the images by periodically changing them
10 based upon the consumer purchasing characteristics and by using statistical and probability tools.